

Organizing a Sports Event – Trail Run Mäkelänrinne

Sirja Pasanen

Bachelor's Thesis
Degree Programme in Tourism
2018



Author(s) Sirja Pasanen	
Degree programme Tourism	
Report/thesis title Organizing a Sports Event – Trail Run Mäkelänrinne	Number of pages and appendix pages 35 + 17
<p>This final thesis has been written in order to find out what it is to manage and organize a sports event. The primary aim for this thesis is for the author to gain knowledge of the process of event organizing and to learn the necessary tools for it. The process of planning, organizing and managing this event will be a part of this thesis. The secondary aim is to understand the results of the event that was organized and to see the areas that would need improvement and development. The author of this thesis is a student of Degree Programme in Tourism specialized in Event Management.</p> <p>The theoretical framework of this thesis contains information and definitions on different parts of the process of organizing an event. It is a summary of the phases that are met when managing an event.</p> <p>The project part of this thesis will concentrate on describing the event planning process week by week. The planning took place in autumn 2017 and spring 2018. The actual event took place in Mäkelänrinne, Helsinki. The event was a small-scale event with approximately 10 participants. Afterwards the event process was evaluated with a questionnaire that was answered by the organizing group. The questionnaire consisted of 10 quantitative and 6 qualitative questions that helped the author evaluate the success of the event from the viewpoint of the planning team.</p> <p>Overall the event did not meet the actual goals that were set, but the author of the thesis could utilize this process as a learning experience. The evaluation as a part of the process together with the experience of the author formed a development plan that can be utilized in future events.</p>	

Keywords

Events, Organizing, Sports Event,

Table of contents

1	Introduction	3
1.1	Background of Thesis.....	3
1.2	The Objectives of the Thesis	3
1.3	Structure and Limitations.....	3
2	Definition of Event.....	5
2.1	What is an Event?	5
2.2	Sporting Event.....	5
2.3	Event Management	6
2.4	Vision Statement	6
2.5	Objectives and Goals of the Event	6
2.6	Targeting Audience	7
2.7	Budgeting	7
2.8	The Budgeting Process	8
2.9	Marketing.....	9
2.10	Event Marketing	9
2.11	Risk Management	10
2.12	Safety at Outdoor Sports Events	10
2.13	Event Location.....	11
2.14	Event Evaluation	12
3	Planning of Trail Run Mäkelänrinne Week by Week	14
3.1	Planning Process	14
3.1.1	Week 1	14
3.1.2	Weeks 2-4	15
3.1.3	Week 5	15
3.1.4	Weeks 6-7	16
3.1.5	Weeks 8-12	16
3.1.6	Weeks 13-14	17
3.1.7	Week 15 Change of Event	17
3.1.8	Weeks 16-17	18
3.1.9	Weeks 18-19	19
3.1.10	Weeks 19-20	20
3.1.11	Weeks 21-22	20
3.1.12	Weeks 23-24	21
3.1.13	Event Day.....	22
3.1.14	Week 25 Summary of the Event.....	24
4	Results of the Event.....	25
4.1	Event Evaluation	25

4.2	Feedback Questionnaire	25
4.3	Quantitative Analysis	26
4.4	Qualitative Analysis	29
4.5	Future Development.....	31
5	Discussion	33
5.1	Self-learning and Benefits for the Future.....	33
5.2	Evaluation and Conclusions	34
6	References	36
7	Attachments.....	38

1 Introduction

1.1 Background of Thesis

The purpose of this thesis is to gain knowledge and introduce further the theory of organizing a sports event. I will be reporting the planning process of Trail Run Mäkelänrinne, which is an outdoor running event planned by the students of Haaga-Helia University of Applied Sciences. The event was thoroughly planned and organized for the very first time in spring 2018.

1.2 The Objectives of the Thesis

The primary aim is the author to understand and internalize the process of planning an event through the theory of literature and the process in practice. Secondly, the planning process will be seen as a learning experience to see if the goals were met and whether improvements should be considered in the following events. Additionally, as the author is interested in the field of Event Management as a future career opportunity, the thesis will work as an occasion to experience the phases from planning to implementation and further to post-event evaluation. This all together is believed to help understanding the whole process of managing an event.

1.3 Structure and Limitations

The thesis is mainly consisting on three different parts, which are the introduction of the thesis, the theoretical framework and finally the event process described week by week followed by a development plan for the event. The introduction part includes the background of writing the thesis and a brief introduction to the event itself. The theoretical framework is a summary of different theories that are referenced by a variety of academic literature. In the theory section the reader will be introduced to the most essential parts of event planning starting with definitions of event and sporting event to managing of the event, targeting the audience, budgeting and marketing the event. The last part of the thesis will concentrate on demonstrating the event planning process by a weekly diary followed by closure and development plan for this particular event as well as similar events organized in the future.

In this thesis, the event will be evaluated based on the author's own experience combined with the results from a Webropol-based questionnaire. The evaluation will be done as a post-event evaluation. Sample for the evaluation is relatively small, since the amount of organizers was varying from 10-15 students depending on their activeness on the planning as well as attendance on the event itself. A smaller sample may, however, positively show the reliability of the results. Furthermore, the author was willing to concentrate on collecting data from the people included in managing and organizing the event. In this thesis there was no interest in collecting evaluation feedback from the event participants.

2 Definition of Event

2.1 What is an Event?

Starting from a dictionary-definition, according to The Chambers Dictionary (1998, p.560), event can be defined as “anything which happens, result; any incidence or occurrence especially a memorable one; contingency or possibility of occurrence;--“. This definition shows that there are not only one but instead multiple ways that events can be defined and described.

Events are often characterised as something that can only be experienced once in a lifetime. Additionally, it is described as something that has gotten high risks, both on safety- and finance-wise. Most of the events take a long planning process, but unlike a project, the event itself most likely takes over a short period of time. Many of those are only held once, but there are also some that will become a tradition and are organized annually. For instance Oscar Gala or Super Bowl are extremely famous events and a great example of yearly organized events. (Wagen, 2007, s. 4)

Furthermore, whether the planner behind the event is a planning team or a group of students, usually there is a lot that has been invested both economically and emotionally. For instance big and remarkable events such as weddings or specific birthdays are events that people often desire to run effortlessly and without any greater concerns. Countless events happen to be special days or moments that cannot be replaced or fixed afterwards. This is why the team and especially the manager of the event should create and plan the event carefully and persist well prepared for the demanding yet rewarding work. (Wagen, 2007, s. 4)

2.2 Sporting Event

The history of sporting events goes all the way back in time of ancient Greek Olympics and even beyond. Nowadays both major and small sport events from inter-city soccer matches to Champions League games attract a remarkable amount of men and women of all levels to follow or play sports. It is a fast-growing industry that considers both individual and multi-sport events. In addition to the competitors, yearly events such as Olympics and FIFA World Cup also fascinate enormous amount of both domestic and tourist visitors. Not only that, but these kind of mega sports events also play a big role in the media and

have a great economic impact that has put the events in a big part of destination marketing programs as well as other government strategies. Besides the government itself the giant events also benefit other participants such as the players and coaches not to mention the amusement they pass for the audiences. (Bodwin, 2011, s. 24)

2.3 Event Management

Event management is an important part of creating and running a successful event. Production of an event is called a project, so in the planning of an event can be utilized similar tools as ones in project management. With careful planning and organizing the event could reach its highest potential both financially and from the aspect of entertainment. Managing the event considers objectives such as confirming, planning, monitoring and evaluating project. Typically the event is thoroughly managed by a project manager who will divide the tasks further to the management group. (Bodwin, 2011)

2.4 Vision Statement

Not to mention anything else necessary, each event should have at least a clear statement of purpose and vision. With this kind of statement it will be easier for both the event team to market the event forward to different stakeholders, and for the possible collaborators that may have interest in the event to understand the event's objectives more clearly. These kind of groups can be for instance client organisations, government, potential visitors, speakers, guests, sponsors and even volunteers.

Not only for the potential stakeholders but also for the organizing group to have a clear and comprehensive goal to reach for, a vision statement might be more than helpful. It is useful so that the direction and the aim for all the participants is equal and with this kind of basis it makes it easier for all to work towards similar objectives. Also, this kind of statement will describe the tasks that the planning group has set for themselves when working on the event and the mission can be viewed so that it can become fulfilled. Some companies write their event statements down for it to be clear. Nevertheless, it is not necessary that this kind of statement should be written down, if all the people that are involved in the event process have clearly understood and internalized the goals, which might be set either for long-term or for a single event. (Bodwin, 2011, ss. 202-203)

2.5 Objectives and Goals of the Event

Typically when talked about goals and objectives people might think them as identical. It is good to recognise that even the meaning of the words might seem similar, that is actually

not the case, since these words do have a different aspect. The expression “goals” is more of a broad statement which helps the people that are playing part in the organisation to recognise the targets that the event is aiming for. This could be for instance raising awareness, to promote or to increase opportunities. Where instead, objectives are different kinds of ways to measure whether for instance the event has reached its economical goal. The goal itself in this case could be “raising money”, but the objective as an alternative, would assess if the money raising was successful from a gross/net profit point of view or if the sponsorships attracted as much money as was desired. (Bodwin, 2011, s. 204)

2.6 Targeting Audience

One of the main objectives in event planning is targeting the audience. It is good to think what kind of people will be interested in the content of the event so that for instance marketing will reach the needed audience. Also, directing the event for certain groups of people already in the early planning phase will help creating limits and clear out the aim of the event.

The main purpose in targeting is creating right kind of image from the product that's being sold to the consumers in order to make them purchase. Before releasing the product to the market, it is good to utilize the so-called analysis of 4 P's: product, price, place and promotion. Product itself can be divided in two different categories; tangible (goods) and intangible (service). The customer will make their purchase decision based on things like the products' quality, functionality and branding. It is important for the product designer to think clearly what the exact product will be so that it can be marketed successfully. Price is the amount of money that is being asked as exchange for the goods or service. The price should be thought out carefully considering whether the audience will be for instance students, successful businessmen, elderly people or young children. Place is the decision of the method for distributing the product for the consumers, for instance transportation or warehousing. Promotion instead, is the action itself. It can be advertising the product on social media, on a magazine or a radio channel. (Schwarz & Hunter, 2008, ss. 7-8)

2.7 Budgeting

The budget can be called as the plan that is being set on numerical terms. It is based on very accurate information of the finance that is coming from different suppliers. The process itself includes assessing and estimating the incomes and financial resources through

the whole organizing and planning phase and with the purpose of nothing being overlooked. The budget is mainly used to compare and limit the expenditures and the incomes that are made in the event. The budget can be prepared and counted to be comprehensive, or it can be divided as smaller amounts to cover different sections such as event decoration, entertainment and logistics, to mention a couple. Generally maintaining and following the budget is very important since most of the budget will typically be spent before the income is yet obtained. More often also potential sponsors and partners of the event are willing to have a look at the budget before participating. (Bodwin, 2011)

The budget includes usually a variety of different items and expenses. In a case of an outdoor running event the expenses could be for instance hiring or buying structures such as synthetic grass, flag poles or an information booth. There might be a need for renting toilets, equipment like a stage or scoreboard and even staff such as security, catering, etc. Other expenses might include for instance logistics, promotion, advertising or food and beverage. The list might be long but it is important that all items are considered to create as reliable budget as possible. (Wagen, 2007, s. 130)

2.8 The Budgeting Process

According to Van der Wagen, the whole budget process should start with drafting the budget by following the most accurate and valid information that is available what comes to the incomes and expenditures of the event. It should be analyzed whether the internal or external environments have an influence on the budget, and ponder alternatives and different approaches to it. It is important to make sure that at this point the draft of the budget is accurately reflecting on the objects of the event. If possible, the budget should go around inside the team and between colleagues to discuss, assess and make comments on it. Next, it is worthy to negotiate, agree and incorporate the budget with the possible client and stakeholders and carry out the possible adjustments. After this, the budget can be completed in a proper time and informed further to the colleagues with the possible changes and modifications. Additionally, it should be remembered that it is good to have a look at the budget once in a while to appraise the performance and analyze the possible variances. To finalize, one should collect information according to the budget to prepare utilitarian budgets in the future. (Wagen, 2007, ss. 129-131)

Creating and staying in a budget is one of the most important yet also most difficult part of the whole event planning process. It is challenging since usually many of the parties are

uncertain, moving or changing during the planning. It is important for the budget to be discussed at an early stage in order to keep the common objectives clear and consistent.

2.9 Marketing

Marketing is playing an excessive part what comes to the success of any event, product or service. If one already has a product or service that they are selling, they have an idea of their customers, as well as some kinds of plans for the future and developing of the service or products, they actually do practice marketing. Marketing combines many activities and expenditures as a hope that in turn the sales would increase or stay maintained.

(Mortimer;Brooks;& Hiam, 2009, s. 9)

Besides of many assumptions, marketing itself should not be defined similarly to its components such as sales, promotions, advertising or pricing. All of those above-mentioned are just different fundamentals of marketing. Another misunderstanding with marketing is that people consider different tactics, like television commercial placements or advertising during different shows, as marketing. These kind of marketing tactics also do play an important role in the bigger picture of marketing, but without the right understanding and knowledge it will be practically unusable. (Schwarz & Hunter, 2008, s. 5)

Altogether, the definition of marketing is not more difficult than the phases and functions transferring the goods and facilities from the producer to the customer. In this particular function can be utilized the 3 C's of marketing analysis which are the consumer, the company and the competition. (Schwarz & Hunter, 2008, s. 5)

2.10 Event Marketing

As the definition of event marketing is quite new, the most fundamental parts of it is the idea that the event itself will work as the meeting point of the right kind of people and companies or communities. (Vallo & Häyrynen, Tapahtuma On Tilaisuus , 2008, s. 19)

When marketing itself is goal-oriented practice to spread the organization's message to the customer and in turn try to get the customer to act in a desired way, event marketing again, is the practice to try to target right kind of people to match the theme and idea of the event to become a functional and complete happening for both the event organizer and the participants. Additionally, any kind of event that is held in order to market the organization, such as promotions or other happenings where the main goal is to boost the

sales of the products or service, is also part of event marketing. In a bigger perspective, whatever performance where the organization and potential customers are brought together interactively, can be termed event marketing. (Vallo & Häyrynen, 2008, s. 19)

2.11 Risk Management

Like in every project, there is a possibility that in the planning phase or later in the event itself the planning group will face risks, threats or dangers. It must be ensured that any type of public event is organized peacefully, without endangering any of the participants nor assaulting their rights. It should also be taken into account that the ecological harm is minimized. With decent risk management and preparations the organizing team will manage or prevent any kinds of risks that might manifest itself. (Lampinen, 2011, s. 11)

Risk can be defined as a possibility of something unexpected to happen that will have an impact on one's objectives. Often a risk could lead to a gain or loss. From an event organizer's point of view, risk is usually some kind of threat to safety or security. Not only the safety concerns, but a risk can also include things such as staff strike or when organising an event outside, bad weather. Generally all the possible threats should be evaluated and analysed beforehand so that if one happens, the risk can be recognised and most likely eliminated. (Wagen, 2007, s. 147)

According to Van der Wagen (2007, 147.) "Risk management is the process of identifying such risks, assessing these risks and treating these risks". The planning team or the person in charge of risk management should focus on questions that evaluate not only the likelihood of the risks but also who will most likely be exposed to the threat. Additionally, one should also take into account previous events and what kind of react those risks have created in those similar circumstances or how people have reacted to them. There is a possibility that the risk is not a straight threat to the event but for instance, in case of a rainy weather on an outdoor event, the bad weather will most likely effect on the guests' temper and enthusiasm to be present which again could lead to a loss of profit or attendees. (Wagen, 2007, s. 147)

2.12 Safety at Outdoor Sports Events

There are only a few of such places or areas in the world that are mainly planned for organizing events for bigger crowds. For instance stadiums and some arenas are designed

to have a specific type of infrastructure for that particular type of use. In most cases there is always something that must be built specifically for the event, like different tents, stages, sanitary areas etc. One must consider the safety of all these during the planning. (Lampinen, 2011, s. 9)

Additionally, when organizing a sports event, it should be taken into account that the amount and form of the risks vary a lot when comparing to other kinds of occasions. Because of physical activities, the risk of any kinds of physical injuries is a lot greater than for instance in an indoor music event. Moreover, when the event is organized outside, there are multiple other factors that might have an effect on the fluency of the event and for that should be considered beforehand.

2.13 Event Location

Choosing an event location is one of the most important decisions in the planning process. Basically any kind of space can work as an event location if only it works for the purpose of the event. If possible, it can be organized in the own space of the organisation, but typically the events are kept somewhere else. (Vallo & Häyrynen, 2008, ss. 131-132)

When contemplating the location, the event planner should have in mind the main focus on the event type along with the participants. With a bigger budget almost any kind of location is possible to put in function, but it takes a little bit of consideration to see whether it fits the event idea and theme. Like mentioned in the section of risk management, for outdoor events it is always a good idea to have a plan B in case the weather gets rainy or stormy. If possible, the forecast should be followed days ahead to avoid any bigger risks in the weather. Sometimes the predictions still won't follow the forecast. In this case, a change from outside to indoors or some kind of tents might be useful or at least it would be good consideration to offer disposable raincoats or umbrellas for the guests so that the change of weather does not effect on the mood of the event. (Vallo & Häyrynen, 2008, s. 132)

Before choosing the event location, Vallo and Häyrynen (2008, s.133) state that the following things should be checked with consideration:

- Fitting the location with the imago of the organisation
- To ponder whether the place is already used too in too many events before

- Transportation and parking areas as well as possible traffic jams
- The size and fitting of the space considering the theme and amount of participants
- Decoration possibilities on the location
- Availability to sound machinery
- Technology and its compatibility
- Possibility to turn off the air conditioning in case that the event will be video recorded
- Catering possibilities and serving
- Other distractions on the area such as a loud railway or re-constructions
- Sanitary areas and their functionality

When the location has been chosen, other things that the planner should think of are for instance the time needed for building and breaking down the event or if any necessary accessories, technology or furniture for the area will be needed. (Vallo & Häyrynen, 2008, s. 134)

2.14 Event Evaluation

Event evaluation is the final phase of the event planning process. It is rather critical since by doing it, it is possible to measure whether the goals and aims that were set in the beginning were met and if the whole event outcome was successful. Also, this way the event managers are able to let the stakeholders know the products of the event. When the evaluation has been mostly done by researching the economic impact, nowadays it is even more appreciated that also the social and environmental impacts are concerned. (Bodwin, 2011, s. 629)

When the evaluation in many cases, is a good way to show the consumers the success of an event, it is also good to recognize that if done correctly, it serves the matter of gaining credibility for the rather-new event industry. Additionally, it is a meaningful part of the event process that helps the planning team to gain understanding, to learn and to improve the outcome of further events. (Bodwin, 2011, s. 630)

The evaluation itself has gotten three different phases. The first step is the pre-evaluation, which is done before the event and that mainly focuses on evaluating the event concept itself to see, if staging the event is actually viable. The second step takes place during the event implementation, to see if the process to this point has gone as planned and if any changes in the planning need to be made. The last part of evaluation is called the post-

event evaluation, which serves the purpose of observing critically both the positive and negative impacts and outcomes of the event. (Bodwin, 2011, s. 630)

3 Planning of Trail Run Mäkelänrinne Week by Week

3.1 Planning Process

This thesis is made as a reflection and as a part of the course of “Organizing a Sports- and Well-Being Event” (Urheilu- ja hyvinvointitapahtuman järjestäminen). I participated the course during autumn 2017 and spring 2018 in Haaga-Helia Malmi Campus. The supervisor and the instructor of the course was lecturer Ville Hanni, who is a teacher at Malmi campus. We students were given a mission in the beginning of the course to develop an idea of an event that would be implemented in the following spring 2018. The purpose of the event was not only to organize an event that would be successful financially and participant-wise, but also to learn the key elements in the event planning. The event itself could include things to do with well-being and sports as well as activities that would most likely be physically engaging for the guests.

The diary of the planning was prepared through my own observations in the meetings and with the help of weekly summaries that one of the team members would write each week. Example of a weekly memo can be found on Attachment 1. Additionally, the team’s WhatsApp –group was acting as a part of the notes.

3.1.1 Week 1

On the first lesson we were introduced with the project task of the course which was organizing a sports event. The leader of the previous year’s project manager presented their last year’s event “Super Pesis”, which proved to be quite successful with 124 participants and 1000 euros in revenue. He also mentioned some issues that they had faced in the planning, which in this case, turned out to be segmentation of target groups. The information was meaningful so we could take it more into account at our own event’s preparations. After hearing the tips from the project leader and getting an idea of the task, we started the process with brainstorming, coming up with thoughts and assessing other students’ event ideas.

The groups came up with a variety of ideas of what the event could consist of. We had discussions of whether the income would go to charity, but we came in to conclusion that it would involve and add too much legislation and permission related work. We planned to do something fun and different, which would attract the participants simply because of the enthusiasm. We promised between the teacher and the group members to come up with

different ideas either alone or in groups for the event and share them with others on the next lesson. We also came up with a list of things that should be reflected through the whole process. These things were, for instance, considering the selling arguments in detail, and to prepare a realistic and precise budget that we would follow strictly during the process. Additionally, it was weighted that it would be important that everyone would find their own role in the project to make the process fluent and consistent.

3.1.2 Weeks 2-4

On the following lesson we went through ideas that we had planned as themes for the event. The group shared many suggestions from different kinds of running events to paddles and floor ball tournaments. My own proposal for the event was a well-being event, where people would get an idea of which factors overall well-being consists of. The main vision would be the guests and participants to receive the necessary information and tools to improve their own well-being both at work and home. This kind of information would be given by the expertise speakers of their own fields. Otherwise the day would consist of performances combined with physical activities throughout the day.

On the basis of the team's votes the majority liked my idea, so we decided to start further developing the vision of the event. We discussed that our following tasks would include finding and recognising the target group, contacting potential performers and speakers as well as forming the overall picture of the event. Furthermore, we should concentrate on things such as the main goal of the event and figuring out the way to market the event to potential collaborators and stakeholders. The date for the event was chosen to be the 18th of April. To ensure effortless communication outside the classroom, we decided to form a Whatsapp-group between the students.

3.1.3 Week 5

On this week we divided the tasks between the students. The tasks were narrowed mainly on selling the event for companies and contacting possible sponsors. We had thoughts of what would be the best target group for our event and which kind of collaborators would support our goals. Our main idea was to focus on students and recruiting companies to work as motivation for each other to join the event. We wished to get some companies to keep stands on the event area and interact with the students. The time-frame of the event day was agreed to be from 11 to 15, since that time should agree with most of students.

Other things that we had discussions of were the theme and name for the event. The themes that we intended having in the event would be food and nutrition, well-being, cross fit, yoga and possibly triathlon. We figured out that those kind of themes are relatively popular right now and would appeal people with different interests and backgrounds. Also, the event could work as a possibility for the students to discover new sports. It was decided to select the name of the event on the following week.

3.1.4 Weeks 6-7

The team leaders were chosen for the marketing, sales and organizing groups. They would be responsible contact persons for staying in touch with the Project Leader. Furthermore, we had many conversations and thoughts regarding the location for the event. Finally, we came to conclusion that the hall of Pasila Campus would be considerable, since we could possibly utilize it without any fees and it would be located in the centre of student environment.

The marketing letter remained unfinished due to the lack of a clear base of the event. The following duty included preparing a clear plan of the schedule and content of the day. Simultaneously, we were determined to get Oona Tolppanen, who is a famous person in the fitness-industry, to perform in the event since she is a familiar face in Finland and has a varying knowledge from the field of sports and well-being. She was contacted by one of the students and we were expecting a response shortly.

3.1.5 Weeks 8-12

We had a marketing expert Lauri Hanni as a visiting lecturer on our lesson to speak about the field of selling and marketing. He had several suggestions on how to approach a company and what kind of things the potential collaborators are interested in. He also explained us, that many brands, in order to collaborate, are expecting for instance brand visibility, image lifting or income in exchange. Some companies are also willing to acquire new and improve old customer relationships. We came to the conclusion that thinking about the marketing strategy, we should focus on four things; objectives, message, targeting and budget.

The marketing letter was finally finalised and we agreed that every student would send it to at least five companies during the next couple of weeks. The marketing letter was sent via e-mail address we set up for the event. Furthermore, we decided that the name of the

event would be “Energinen Arki”. The name was representing the aim of bringing well-being as part of people’s everyday-life both at work and at home. The respondent person of social media would now set up the event on Facebook and likewise the page for Instagram.

3.1.6 Weeks 13-14

The week went contacting potential sponsors, speakers and collaborators for the event. We set up a goal to reach at least 100-150 participants if not more. Due to the lack of breakthroughs, we decided to try forming the groups once more. A few students changed their group in order to increase their own motivation and to be as useful as possible for the whole team.

Subsequently, our conversations were followed by the question what would the event itself consist of. We ended up including topics such as lectures from saunayoga and cross-fit as well as workshops from yoga and sports massage. Additionally, we had an idea of organizing some kind of fashion show to entertain the participants of the event. We would try to contact Stadium or some other sport equipment store in order to organize a catwalk with newest sport clothing trends.

3.1.7 Week 15 Change of Event

Less than half of the planning time left, we decided to entirely change the type, location and theme of the event. We had had many challenges in the planning and we figured that those goals we had set for ourselves would not be met early enough to make a successful event. Most of the issues were faced in the budgeting part, since we had no finance to start with and it had been difficult to approach any potential speakers without a confirmed possibility to pay. The decision of the change was done by the students that were attending the particular meeting.

The idea of the new event would be a running event to be held in Mustikkamaa, Helsinki. The challenge and approach of the event would be a running path, which is a trendy sports alongside normal running. We decided to have trips of 3 and 6 kilometers. However, we wanted to keep something from the previous event, so we hoped in our earlier way to get a speaker there, for instance earlier contacted Oona Tolppanen. She could possibly act as a performing speaker and hopefully lead a warm-up before and after the

event. Tolppanen was interested in the possibility, but at this stage we were not able to offer a remarkable payment in return for the job. We agreed that instead we would settle for one of the students hosting the event.

Furthermore, after discussing within the team, we came up with plans to keep an on-the-spot event, where family members could participate in various activities. The marketplace would also have stalls where representatives of different companies could have tastings and sell and market their products alongside the running competition.

In order to increase the value of the event and to attract students, we also discussed about the possibility of organizing some student activities for the evening after the event. We hoped to successfully get collaboration in some of the bars in downtown Helsinki in order to organize an after party. Moreover, if the budget would cover the cost, we could buy coverall patches for the event and sell them forward to the students. As the pupils were currently our main target audience, we tried to come up with the widest range of ideas to attract them to participate in our event.

Additional tasks on our to-do list was taking care of the billing issues and creating packages for the companies. Creating an account and handling the billing would be important, since as we might need to rent the event location and send invoices for the possible performers, it would not only be easier but also it would give a better and more professional impression as done properly. Forming ready-made packages for the firms instead, would ease the selling process and help the potential buyers to get a clearer insight of what was being sold and in which price. Example from packages created for companies can be found on Attachment 2.

3.1.8 Weeks 16-17

During these weeks, we divided the tasks among the group once more since there were some additional jobs that needed to be taken care of. These included for instance the maintenance of social media channels, business contacts, and identification of insurance matters. Other things that we should focus on to attract more participants were visual aspects such as advertising and posters and forming new marketing letters. Even if we had not had confirmation of Mustikkamaa yet, we worked towards the idea of organizing the

event on this particular location. The priority, however, was to inform the change of location for the ones that had already enrolled for the event. Example of the marketing letter for companies can be found on Attachment 3.

3.1.9 Weeks 18-19

It was agreed that we would organize a couple of promotional stands on the campuses to inform the students about the coming event and possibly to sell some tickets in advance. As students were agreed to be one of our target groups, such an approach might work to wake their interest on the event and reach them to participate on the event. The stands were agreed to be organized in Porvoo, Pasila and Malmi campuses in the couple following weeks. Picture from a stand organized in Malmi can be found on Attachment 4.

These weeks we managed to get an answer to our contact request with Weekend-Festival. They told us that they were interested in cooperating with us, and we discussed the different ways in which they could benefit from us while they offered festival tickets as prizes for the event.

As their suggestion, possible ways could be for instance visibility on other Haaga-Helia's events or some kind of posters that would be brought on the campuses to increase the festival's visibility. We agreed on these terms and decided to wait for the next contact. If the cooperation and prizes would be confirmed, through the festival tickets we would have an extraordinary value for the event especially among the students.

One of our group members visited a bank to open an account for the transaction fee. We felt that paying to an account would be one of the things to lower the threshold for participation as nowadays most of the transactions are done electronically. Additionally, we had further discussions of what kind of value-adding things we could bring to the participants. We considered that at this stage of the planning we could give the participants a training program that would prepare them for the running competition and work as a pre-event activity. Cooperation with a bar to organize an after party for the students was still under discussions.

Furthermore, we created an Excel-sheet in which we could see all the things that had been done or which were on to do-list. So far we had gotten many ideas throughout the planning phase but since the event was getting closer it was time to start accomplishing them concretely. Through the Excel-sheet it was also possible for us to follow which companies were already contacted and thus avoid contacting them twice by different people.

3.1.10 Weeks 19-20

These weeks were rather effective since we had a couple of breakthroughs both in the marketing and sales groups. Primarily, the location Mustikkamaa was confirmed with a fee of 500€. The confirmation gave us an opportunity to finally start marketing the event on social media and other marketing channels with correct information. The sales group had succeeded to get a 200€ financial support for the event which meant there was something to work with yet we still had to continue aiming for more income to cover all the budgeted costs.

Additionally, we got a confirmation from the Weekend-festival organizer that they would sponsor us with 2 VIP-tickets of 3 days. This was great news for the whole team since like mentioned before, it would work as a great interest among the students. Other than that, we achieved to get three gift cards from the Salmisaari Climbing Arena and two from one of our student's own company Karolina's Beauty Room. Another collaborating company would be our team member's nutrition company O'Berry. They would sponsor us with dietary supplement drinks. With different vouchers and goodies we could organize some nice competitions on our social media channels and gain more visibility. Some of those would also work as prizes on our running competition. Example of social media competition with Weekend-Festival can be found on Attachment 5.

3.1.11 Weeks 21-22

We were planning to send an e-mail to all of Haaga-Helia students through the Students Affair Office. In the e-mail we would tell about the event and would invite them to enroll through our web-page. We would emphasize the Weekend-festival tickets as well as the possibility to use the event as a "Kick start" for a great summer condition. To our misfortune, we received a message explaining that sending the message through the office would not be possible.

Even if Mustikkamaa was already confirmed as location, after many conversations we decided to switch the event to be held on the premises of Mäkelänrinne. This location would be completely free for us, and additionally it would be situated in a centric and easy accessible location. We were not certain whether the change of location would be practical

at this point since we already had some people that had enrolled for the event. Nevertheless, we came to conclusion that financial-wise it would be better for us since at least we could avoid having a loss in the budget.

Anyhow, as a consequence of the last-minute change in the location we once more had to update the webpage, social media channels and form the final poster with new location. Also the participants had to be informed via e-mail about the change. Additionally, the marketing letter should be formed again and we should have a check on the new running routes. Announcement of the event was done in multiple trail running webpages. Examples of the announcements can be found on Attachment 6.

Furthermore, the marketing team had succeeded in getting one more sponsor from Viking Line. They promised us vouchers that would give discounts for the participants. We received 200 of those, so we decided to share them with 200 first people that would enroll on our event. Example of our advertisement of collaboration with Viking Line can be found on Attachment 7 and the final poster of the event on Attachment 8.

3.1.12 Weeks 23-24

In the weeks before the event, we continued contacting as many companies as possible to get more participants and potential stalls for the market area of the event. We were still organizing a number of promotions on campuses to get students to participate. We set up a challenge that each member of the group would try to approach at least five of their friends to participate the event. One of the students had contacted Mäkelänrinne High School teachers to see if they wanted to join the event. They responded that they would be delighted to attend our event with PE students. This would add at least 2-3 groups of students to the participants, which would already increase the size of the event remarkably.

At the last two meetings we made a preliminary division of assignments and shared responsibilities for the event. For instance, we needed certain amount of people to mark the route, take care of first aid, technology, logistics, and road crossings. Respondents were selected for the management and initiation of the registration as well as to take care of the water faucet and security.

As we finally got a definite venue and an estimated number of participants, it was current for the organizing team to prepare a Safety Plan. As Lampinen (Lampinen, 2011) recommended in his literature, assessing the potential threats of the event as well as their probability is necessary so that the event team will have a deep understanding how to act in each situation. The Safety Plan was printed in several versions for the event location so that the public would have access to it throughout the event. Additionally, it was briefed to the team so that everyone would be aware of its content. Safety Plan of the event can be found on Attachment 9.

As a big change inside our planning team, we decided to change the leader of the project in the last weeks before the event. The team had come to a common conclusion that the current leader was not responsible enough and that we needed a new project manager to take the lead. Choosing the new leader went rather smoothly and a positive difference inside the team could be noticed immediately.

We experienced small-scale problems with reporting the event to the police. The person who had been responsible of going through the running route and especially the toll roads had not yet completed his part so we were not able to finish the notification. Another problem aroused when we wondered whether we needed an excess guard at the venue. The estimated number of participants at the time was about 60 to 80 people, so we had to make a decision about having a separate supervisor on the event. We needed to decide whether the presence of the police would be needed or if someone from the team could work as a person in charge. Luckily, a couple of days before the event we had a confirmation that both the notification and the security part had passed and under control. Finally, we sent a confirmed schedule of the event day for the participants via e-mail. The e-mail can be found on Attachment 11.

3.1.13 Event Day

The event day started at 8:00 with a meeting at the event location Mäkelänrinne. The project leader wanted us to have a clear insight of what needed to be done and how we would divide the tasks. There were some logistical uncertainties that needed to be taken care of before the participants would arrive. We were missing tables for registration and for the water point and additionally, there was a lack of information concerning the technological issues and electricity regarding the sound and hosting of the event. The First-Aid

people were dressed with proper vests and signs to stand out from the crowd. Furthermore, it was important to save some time for marking the route since it needed to be done with lot of caution.

When other half of the team was taking care of the mentioned issues, the other started with decorating and preparing the event premises. The toilets and locker rooms were marked and the START/GOAL –sign was hang on the trees and decorated with balloons so that the participants would find the correct starting location.



Figure 1. Picture of the START/GOAL sign. Photo: Sirja Pasanen

The first participants started arriving to the parking lot around 11. They were introduced with the facilities and informed about the starting time, which, due to some changes, had delayed more or less with 10 minutes. While waiting for the rest of the attendees to arrive, some of the members of the planning team organized a small-scale floor ball competition to entertain the waiting participants.

When the registration had been taken care of and the participants were ready to start, we decided to begin with the welcoming speech followed by a 10-minute warm-up. In the speech we wanted to make sure that everyone was familiar with the route and the rules of the competition. After this we were ready to start with the running.

The fastest runners completed the 5 km route in approximately 20 minutes. While we were waiting for the rest of them to arrive, we were offering some bananas and the dietary supplement drinks we had received from our sponsor O'berry. After the last runners had arrived and enjoyed the servings we decided to continue with the "award ceremony" as well as raffling the VIP-tickets of Weekend-Festival. The event itself finished around 14 o'clock. After that the whole team did the breakdown together and we had a small meeting to thank each other for the day.

3.1.14 Week 25 Summary of the Event

Unfortunately I was not able to attend the last meeting after the event. Nevertheless, a summary of the event could be done by observing the conversations we had immediately after the event and through our WhatsApp-group.

Despite of all the challenges during the planning, the event day ran rather smoothly. We were working well as a team and the communication and task division was rather efficient throughout the day. Many problems were solved through efficient teamwork and we did not have any kind of safety issues or injuries during the event.

The amount of participants was approximately 10 people and the students of Mäkelärinne, who attended the event a little bit later than the others and thus were not taking part of the actual competition. The sparseness of the runners surprised the whole team but we would not show that it effected on us in any ways. Afterwards we had many thanks on our event and the participants seemed rather content with the day. No complaints were faced on the event day.

The income of the event stayed around 70 euros, which clearly did not fall on our spoken target which varied between 500-1000€. Nevertheless, as during the process we did not set any clear financial goals, we were content that with this amount of money we could cover all the compulsory costs. As stated in the theory, budgeting is crucial for a successful event. The next chapter will concentrate more on the evaluation of the event.

4 Results of the Event

4.1 Event Evaluation

In this event evaluation I will be concentrating on the post-event process and evaluation in a form of a feedback questionnaire. The interest in this evaluation has been the view-points of our event organizing group.

As mentioned in the theory part, making a pre-evaluation and evaluating the event during the process is ideal for event planning. (Bodwin, 2011)

Nevertheless, during or before the planning process we did not organize a concrete event evaluation but discussions were held both on the meetings and in the Whatsapp-group throughout the planning process. With those conversations we had the possibility to stay up-to-date on the newest changes and challenges in the project.

4.2 Feedback Questionnaire

After the event an evaluative questionnaire was sent to the team members to collect data according to the success of the event of TrailRun Mäkelänrinne. The following questionnaire could help recognizing the challenging and less successful parts of the planning and work as a part of developing and improving event organizing in some future events. The author did not have interest in collecting feedback from the participants.

The questionnaire that was prepared for the group members consisted of two parts. Both quantitative and qualitative questions were included. In the first part the responders were

asked to evaluate 10 different topics considering the Event Planning phase on scale 1 to 5 as number 1 representing that the objective needed to be improved and number 5 as excellent. The second part was consisting of 6 open questions that were mainly concentrating on the responder's own experience and thoughts with some self-assessment. Analysing the quantitative questions could be done rather easily since the average outcome and so the success of the particular objective can be seen from the numbers. The qualitative open questions instead were more challenging since those are more descriptive and varying in opinions.

The tool used for the feedback questionnaire is Webropol. The title for this questionnaire was TrailRun Mäkelänrinne Evaluation form. The link for the questionnaire was shared through the event organizers' Whatsapp-group and it was active for answers from the 01.05.2018 until the 22.05.2018. The event evaluation was answered by all together 10 out of 15 potential responders. The questionnaire can be found on Attachment 12.

4.3 Quantitative Analysis

This chapter presented, analysed and interpreted the data that was collected on the event evaluation questionnaire. The data was presented by using a common chart and it was followed by a written analysis and interpretation.

Planning of the event TrailRun Mäkelänrinne has gotten many topics that can be reviewed. Having chosen the most essential objectives of the event, the 10 respondents were asked to rate the following 10 objectives on scale 1 to 5:

1. Teamwork
2. Meetings
3. Budgeting
4. Marketing
5. Tasks/Responsibilities Division
6. Leading of The Project
7. Risk Management
8. Promoting the Event
9. Décor
10. Event Day



Figure 2. Event Feedback Objectives

As can be noticed from the figure above, none of the event objectives reached their fullest potential. Yet again, none of those were averagely experienced as totally failing. The first question asked the respondents was to rate the objective Teamwork on scale 1 to 5. The average of the response was 3,1, which is rather good. Half of the respondents rated this question with 3, when 20% chose rated this objective with 2 and 30% with a 4. This shows that people were quite satisfied with the teamwork during the planning process.

The second objective that was asked to rate on scale 1 to 5 was Meetings. This theme had been evaluated as third least successful part of the planning with the average of 2,5. Half of the respondents had rated the objective with 2 and the other 50% with a 3. This expresses that the survey participants were not truly pleased with the meetings that were held during the process.

The third theme to be evaluated was Budgeting. Again, this topic was asked to rate on scale 1 to 5 with 5 being the best. This question was answered by 10 participants with an average of 3,1 as a response. The responses were surprisingly varying, since 50% of the survey participants had rated the topic with 3, when 30% had experienced that the budgeting had not been successful by giving a 2. The rest of the respondents, 20%, had experienced the budgeting as excellent with a 5. It is interesting to see how the team members have experienced this area of the planning in rather different ways.

The fourth question in the survey was to rate the topic Marketing on scale 1 to 5 with 5 being the best. This objective gained second least success with an average rate of only 2,3. The most common answer with even 70% of the responses had rated the topic with a 2, while the remaining 30% estimated the subject with a 3. From this it can be deduced that Marketing was one of the things that were experienced as not succeeding in the planning.

The fifth question was considering the theme Tasks/Responsibilities Division. It was also rated on scale 1-5 as 5 describing excellent and 1 as something that needed improvement. The average rate for this topic was 2,8, from which 60% had rated the topic with 3, 10% with a 4 and the remaining 30% with only a two. Even if any respondents had not experienced this topic as excellent, the most of the participants seemed to be rather content with how the tasks and responsibilities were divided during the planning.

The sixth objective, Leading of the Project, had been rated on scale 1 to 5 as the least successful part of the planning with an average rate of only 2,1. Altogether 40% of the respondents felt that the experience of the project leading deserved a 1, when 20% had given a rate of 2, 30% with a 3 and one person had given it a 4. In this case even if the most of the answerers seemed to have quite similar opinion on the case, it was interesting to see that some estimations on this topic and perhaps on the whole event were totally different from others.

The seventh topic considered Risk Management of the event. This subject was also rated on the same scale as the others and with a result of 3,5 average it was the most successful part of the event planning. The most common answer with 50% respondents had been 4. The rest of the answers divided rather unevenly; one person had rated the topic with a 5 when 20% of the respondents would give it a 3 and the last 20% rated it with 2. In this

case it would have been interesting to have an additional question to ask the reason that the respondent had experienced this topic in a certain way.

The eighth subject on the quantitative part of the questionnaire was Promoting the Event. This question was also obligatory and was rated as an average of 2,6 on the scale of 1 to 5 as again, 5 being the best. Most of the survey participants with the response rate of 50% had replied that the success of this topic was worth a 2, while 40% would give it a 3 on the same scale. One person, instead, had experienced the outcome of the promoting as rather positive and rated it with a 4.

The ninth topic to evaluate was the Décor of the event. This topic had been rated as an average of 3 on the scale 1 to 5 as five being excellent. The question had divided the opinions in three different groups. Most of the respondents with 40% had rated the success of the Décor as a 3, while 30% thought it was worth 2 and the last 30% would give it a 4.

The last subject considered the Event Day itself. On the scale 1 to 5 the Event Day had been rated as 3,3. Half of the survey participants thought that the day had gone well and had given a 4. The remaining respondents were divided in two groups, as 30% rated it with a 3 and the last 20% with a 2. From this can be noticed that even if some of the objectives of the event were not met, the main objective, the event itself, was experienced as rather successful.

4.4 Qualitative Analysis

The quantitative questions were followed by 6 open-ended, qualitative questions. The questions were not compulsory, which impacted the results by decreasing the number of respondents. This part of the questionnaire was focusing more on the experiences of the planning team and the answers were more descriptive and offered many different insights on the topics. This chapter will present, analyse and interpret the open questions separately.

The first open-ended question “What are your feelings about the event?” was answered by 7 out of 10 possible respondents. Most of the respondents mentioned that the event organizing was challenging, frustrating and the objectives were unclear. Nevertheless, they experienced that the event day itself was quite successful in terms of entertainment and

spirit of the day. For some respondents the main idea of the event remained as a failure of not meeting the goals of income and turnout. The whole process was described as confusing, catastrophic and even sad especially taking into account the amount of time that was given for the organizing. Some had mentioned that the remaining feeling was good, since in the end the effort put in the planning was increasing.

The second qualitative question "Which areas worked well in the planning?" had been answered by 7 persons. Two people experienced that nothing had worked well or that there were only things to improve. Someone felt that the communication between the team members during the process had been successful. A couple of respondents experienced that the smaller team that formed itself in the end of the planning process was working together more efficiently and communicating better than the team that the planning had started with. One person mentioned that changing the leader during the process had positive and increasing impact what comes to the team motivation. It was also mentioned that dividing the big groups in to smaller groups of different responsibilities worked rather well.

The third question, "What kind of improvements would you suggest?" got altogether 6 responses. This section, however, received the largest number of different insights from the same respondents. This may indicate that the subject is concerning a relevant topic. Four out of six respondents mentioned that one of the main things to improve on the planning would be the knowledge in others. Many experienced that the phase of familiarizing with the other students was too brief or not-existing, which impacted on the togetherness between the students. One mentioned, that having a better team spirit would probably have impacted positively on the commitment of the students. Half of the respondents believed that also the project manager could have been chosen more wisely if the students had known each other better from the very start. Additionally, someone suggested that the leadership should be followed through the project.

Other improvement suggestions from the respondents were having a clearer vision and image of the event and the organizing process as well as on the tasks that were divided between the groups and the leader. Some felt that setting clear, minor objectives on the way to the main goal would improve the picture of the whole event process. One mentioned that a shorter but more intense period for the planning could have helped and probably lead to a more positive outcome. Furthermore, a couple of respondents mentioned

that by giving marketing and sales more time and effort the goals with sponsors and collaboration might have been met. Lastly, as the change in the event type was done on one meeting between the attending students, one wished that the decision on that would have been done together.

The third open-ended question “Do you feel like the event goals were met? Why/Why not?” was answered by 6 respondents. Most of them shared similar opinions that the event goals were not met regarding the amount of participants and income. One felt that the goals were met by some means, since we ended up with some income. Nevertheless, he/she felt that we could have reached for better results. Someone mentioned that the event was lacking for actual goals that the team could have aimed for.

The fourth question “What could you personally have done differently in the planning?” was also answered by 6 people. A few of the students stated that they could have been more active, take more responsibility and be more open-minded with the whole process. Also motivating others more, sharing opinions and taking advantage of own experience were mentioned as things that could have been done differently. One said that if the role of the Project Manager would have been clearer they could have taken the responsibility. Lastly, one stated that the whole process would have needed more time.

The last open-ended question “Additional Comments” was not answered by any of the students.

4.5 Future Development

Based on data collected and analysed on the evaluation questionnaire there are some features that should be considered in possible future events to reach their highest potential. The following future development plan can be utilized in any kind of events as a check-list for a more successful event.

At the beginning of the event planning process it is important to state a clear vision for the event. Defining and limiting the event will help with giving a clear image of the event and working on similar goals within the organizing team.

Getting to know the people around you before starting the event is one of the key factors in the event success. A lacking team spirit or knowledge in others might lead to less commitment and motivation in the planning. Also stating opinions might be more difficult when the people in the group are not familiar.

Going through the phases of event planning before starting the process is one of the key factors of event planning. Some of the event group members might have gained experience and knowledge in event planning while others are experiencing it for the first time. Having a look at the different steps of the process and discussing about the main points it will be easier for the team to picture and internalize the following project.

Group and task divisions are playing an important role inside the planning team. It will help the team members staying focused when the area of responsibilities is divided evenly. Additionally, working in smaller teams might help with the intensity of the planning and ease the threshold of expressing opinions and ideas inside the team. Nevertheless, all of the possible tasks and errands should be clearly limited and introduced thoroughly for the responsible people in order to get a wished outcome.

Having a project manager is necessary for every project. However, if the team members are not familiar with each other, in this case it is also a good idea to organize a couple of meetings to get to know the others before choosing the leader. The role of the project manager or president of the event is an important responsibility and it requires focus, motivation and determination from the person and he/she must be aware of the phases of the event planning at all times.

Marketing and sales are playing a huge role when aiming for a successful event. Organizing separate meetings for the people that are responsible for these areas might lead to greater success in meeting the goals. Contacting potential sponsors and collaborators is a time-consuming yet extremely necessary area of event planning. It is also important that the ones that are responsible for this specific task have a right kind of mind-set and motivation, since it might take numerous contacts before the first breakthrough.

A timetable or schedule is an important tool in event planning and should be prepared in the very beginning of the planning. Setting goals to accomplish different missions on certain amount of time will make the time management more efficient and motivate the team members to succeed.

In case that the event planning is not moving forward or any issues appear, it is important to organize a meeting to see what could be done to continue the project successfully. Sometimes making little changes inside the planning teams or by changing the leader the impact might be remarkable.

5 Discussion

5.1 Self-learning and Benefits for the Future

The idea for this thesis came through the course “Urheilu- ja hyvinvointitapahtuman järjestäminen” which I attended in the autumn 2017. I had been struggling with finding a topic of my interest yet I knew I wanted to write a project-based thesis. I had gained some experience on the field of event planning and management especially during my specialization on Event Management studies, but I was willing to learn more theory behind it and get even more hands-on experience in a form of a project.

Since sports have always been a huge interest of mine, I had pondered some ideas of organizing a sports event on my own. Nevertheless, I wondered if I would have enough time for the planning and implementing an event by myself. On the first lessons of the course I realized that by concentrating my thesis and the course around the same topic I could not only benefit from the learning but also increase my own motivation both in the planning and on the thesis. The thesis project was implemented during my last year of studies from autumn 2017 until the spring 2018. I wish that on the future events it can be utilized as an informative guide to any event organizers.

During the event process I learned that having previous experience does support in organizing other events. Mostly I felt like I could utilize it as perceiving the event as whole and having idea of the different phases and responsibilities in the planning. However, my

previous experience on events has formed essentially from wedding planning and events that are repetitively organized yearly, so organizing an event from the very beginning was a new experience for me. I noticed that especially in these kind of events it is very important to create concrete material of the event such as schedules and timetables as well as to be aware of changing situations with the sponsors, collaborators and other stakeholders. Moreover, having a new working environment with people I was not familiar with was something that I had not experienced previously. I learned that not knowing the other team members properly might impact negatively on the outcome of the event. Therefore, it is essential to organize some kind of activities or games in the beginning to familiarize with the others.

Another thing that I learned during this event process was that having an endless amount of ideas does not bring the process further but some decisions must be made to set clear goals and frames for the final event. I consider myself as fairly creative and usually I find it rather easy bringing up many new ideas. I think that it was positive to notice that some people in the team had the concentration to stay rational and see what things could actually work. Furthermore, it is important to remember listening other people's ideas and opinions and learn to compromise with others.

Challenging parts of the writing process were time-management and assessing, whether the writing was academic. I am used in writing creative texts so writing professionally was demanding for me. In these cases I would ask help on my Thesis advisor. Also balancing between work and writing my thesis has been extremely challenging. Nevertheless, I feel like I have accomplished my personal goals as I have completed my thesis successfully.

5.2 Evaluation and Conclusions

The aim of this thesis and the theoretical part was to gain knowledge and internalize information regarding event planning. I also aimed to develop my practical skills through the planning and learn to use the necessary management tools during the process. I feel that studying academic literature while writing the theory was useful for me. Having learned a variety of new information as well as repeated some that was already familiar has built a great basis for any planning and I could see myself utilize it on any possible events that I will be organizing in the future.

The secondary aim was to understand the result of the event and to see possible areas to develop in future events. Even if the event itself did not reach its goals, the organizing process and the evaluation that was done afterwards have taught me many new things about event planning. I feel like I have understood the consequences that lack of careful planning and communicating might have on the planning process. In my opinion I also succeeded in collecting the right kind of data to evaluate the event properly and to understand and share the things that could be developed in the future.

If I would have the opportunity to organize the same event another time, I would make some things differently during the process. I feel like the theory that I was learning would have been very informative to share with the team before starting the process. Using a hands-on guide to event planning could actually improve the whole process by making it clearer and more consistent. Possibly, if I would have more time I could take the role of the project leader to make sure that the team will stay informed and motivated through the planning. Additionally, I would suggest writing down concrete goals and ensure that all the team members would have similar vision of the event.

Altogether, the process of making this thesis has been a great learning experience in multiple ways. Not only have I experienced self-growth through the writing itself, but I have gained hands-on experience on working with different kinds of people with dissimilar backgrounds and motivations. I have learned to manage my time better and improve my focus and concentration on the writing process when needed. I am thankful that I got this opportunity to organize an event with nice people and similarly reflect my learning process through this thesis.

6 References

Allied, Chambers. (1998). *The Chambers Dictionary*. (1st ed.) New Delhi: Chambers Harrap Publishers Ltd.

Bodwin, Glenn & Allen, Johnny & O'Toole, William & Harris, Rob & McDonnel, Ian. (2011). *Events Management* (3rd ed.) Great Britain: Butterworth-Heinemann

Fenich, George G. (2008). *Meetings, Expositions, Events & Conventions; an Introduction to the Industry* (2nd ed.) Upper Saddle River, NJ : Pearson

Mortimer, Ruth & Brooks, Greg & Hiam, Alexander. (2009) *Marketing Kit for Dummies*. (2nd ed.) . Chichester: Wiley

Lampinen, Jari. (2011). Ekologisen ja turvallisen yleisötilaisuuden järjestämisopas. (1st ed.). Pori: Suomen Ympäristö ja Terveysalan Kustannus Oy

Schwarz, Eric C. & Hunter, Jason D. (2008). *Sport Marketing; Advanced Theory and Practice* (1st ed.) San Diego, CA : Butterworth-Heinemann

Vallo, Helena & Häyrynen, Eija. (2008). *Tapahtuma on Tilaisuus*. (2nd ed.) Helsinki: Tietosanoma OY

Van Der Wagen, Lynn (2007). *Event Management; For Tourism, Cultural, Business and Sporting Events* (3rd. ed.) Pearson

7 Attachments

Attachment 1. Example of meeting memo

Notes / Sirja

29.11.2017 Hyvinvointitapahtuma

-Päätetään tarkka aika ja paikka tapahtumalle, jotta saadaan markkinakirje valmiiksi. Päivämääränä **18.4.2018**, aikataulu mm. **11-15?**

-Valittiin ryhmille vetäjät

-Avointa keskustelua siitä, millaiset tilat meille sopii.

-Tapahtumaan opiskelijoita, yrityksiä, henkilökuntaa.

Pasilan kampuksen aula?

Pros:

Ilmainen meille, erilaisia tiloja käytettävissä

Cons:

Kuinka voidaan rajata esimerkiksi Pasilan Kampuksella, että vain maksavat opiskelijat pääsevät osallistumaan?

Tilojen pienuus

-Kannattaako pitää luennot eri aikaan vai niin, että workshopit ja luennot ovat samaan aikaan?

-Tapahtuman pohja valmiiksi Markkinointikirjettä varten. Tärkeä saada lähetetyksi pian, jotta saadaan mielenkiinto herätettyä ja täten mahdollisimman paljon ihmisiä mukaan.

Oona Tolppanen, Timo Haikarainen pääluennoitsijoiksi?

-Sponsorit tärkeitä jotta mahdollista maksaa puhujapalkkioita.

-Jokaisen opiskelijan tulisi laittaa ylös muutama kontakti, jotka kokee hyväksi tapahtumalle.

Attachment 2. Packages for companies (TrailRun Mäkelänrinne website)

KIINNOSTUITKO?

Tapahtumaamme on myynnissä yrityksille erilaisia paketteja. Valitse niistä mieleinen ja ilmoit-
taudu mukaan lomakkeella tai soittamalla xxxxxxxxxx!

YRITYSPAKETTI 1 - 200€ saatte 15 juoksijaa mukaan tapahtumaan sekä tapahtumassa yrityksen
juoksijoille oman teltan, jossa tavarat pysyy tallessa ja juoksijat suojassa sään yllättäessä.

Yrityspaketti 2 - 300€ Sisältää 10 juoksijan osallistumismaksut sekä yritykselle oma ständipaikka,
missä mahdollista esimerkiksi promota omaa yritystä.

Yrityspaketti 3 - 500€ Sisältää 15-20 juoksijaa ja heidän osallistumismaksut. Hintaan sisältyy tel-
tallinen ständipaikka yritykselle.

Kaikenlaiset variaatiot ovat myös mahdollisia. Ole rohkeasti yhteydessä ja suunnitellaan teille juuri
omanlainen paketti!

Attachment 3. Marketing letter for the companies

Hei,

Olemme Haaga-Helian opiskelijoita ja järjestämme huhtikuussa juoksutapahtuman Mustikkamaalla. Paikalla tulee olemaan myös yrityksien standejä - mahdollisesti myös teidän? Haluamme tapahtumallamme luoda energistä ilmapiiriä ja hyvää oloa.

Jos siis teidän työpaikalta löytyy mahdollisesti juoksusta tai muuten vaan hauskanpidosta kiinnostuneita, lähtekää toki mukaan nostattamaan sykettä sekä yhteishenkeä!

Tulemalla tapahtumaan mukaan omalla promootiopaikallanne, tulette saamaan hyvää näkyvyyttä. Tapahtumaan osallistuu myös muita yrityksiä, heidän työntekijöitään sekä opiskelijoita.

Paikka: Mustikkamaa

Ajankohta: 18.4.2018 klo. 11.00-17.00

Päivään on myös mahdollista sisällyttää ruokailu erilaisine vaihtoehtoineen. Lisätiedot tästä myöhemmin.

Juoksun hinnat:

Yrityspaketti 1. 15€/ hlö

Yrityspaketti 2. Viiden henkilön paketti 70€

Yrityspaketti 3. 10 henkilöä 130€

Lipuilla voi osallistua vaihtoehtoisesti joko 5 tai 10 kilometrin matkoihin.

Promootiopaikka:

200€

10 hlö juoksuun + promootiopaikka:

300€

Mikäli haluatte promootiopaikan ja vähemmän kuin 10 henkilöä juoksuun, räätälöidään teille oma hinta.

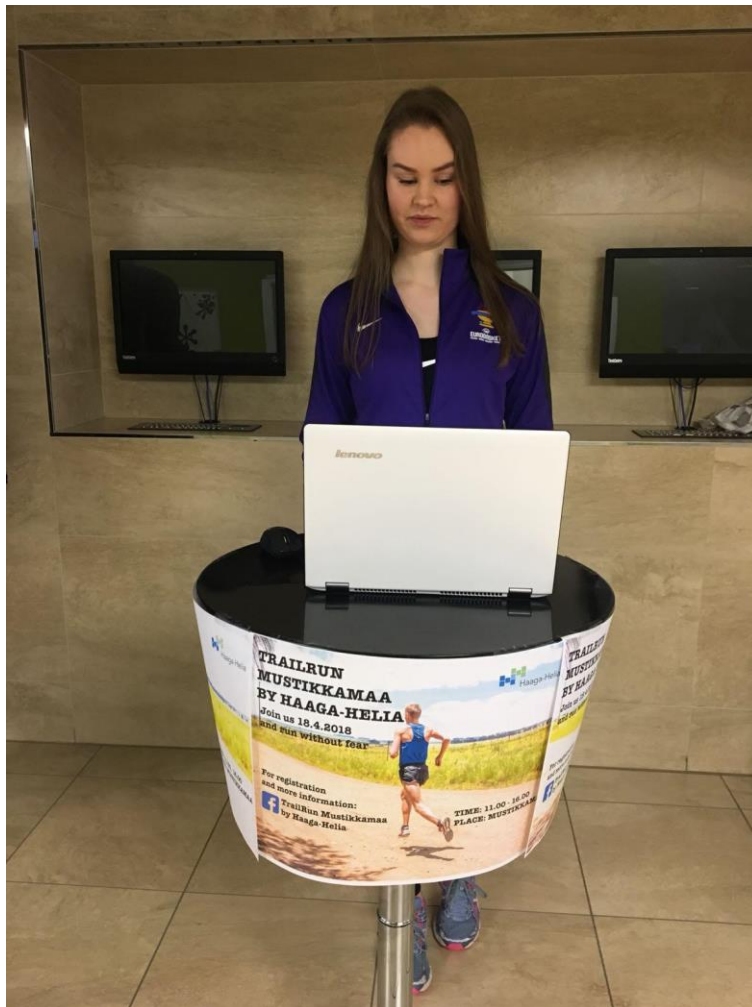
Ilmoittatthan haluamanne kokonaisuudet viestikenttään rekisteröitymisen yhteydessä.

Lisätiedot ja ilmoittautumiset osoitteesta: <https://trailrun-mustikkamaa.webnode.fi>

Terveisin,

Haaga-Helian urheilubusiness opiskelijat

Attachment 4. Picture from a stand organized in Malmi campus



Stand on Malmi campus. Photo: Eveliina Iso-Anttila


Attachment 5. Weekend-Festival competition on TrailRun Mäkelänrinne Instagram page





Attachment 6. Advertise of the Event on different Webpages


18
HUHTI


TRAIL RUN MÄKELÄNRINNE
Maakunta: Uusimaa Matka: 5km ja 10km


 **TAPAHTUMATIEDOT**
TRAIL RUN MÄKELÄNRINNE on kevään energisin juoksutapahtuma keskiviikkona 18.4.2018 klo 11-16 Mäkelänrinteen uintikeskuksen ja lukion ympäristössä.

 **AIKA**
11:00 - 16:00

 **PAIKKAKUNTA**
Mäkelänrinteen lukio
Mäkelänkatu 47, 00550 Helsinki

 **MATKA**
5km ja 10km

 **TAPAHTUMAN KOTISIVUT**

 LISÄÄ KALENTERIIN [GOOGLE KALENTERIIN](#)

Picture of the advertisement on Trailrunningfinland.com

18.4.	Trail Run Mäkelänrinne	Helsinki	5km	—	Ilmainen startti kevääseen polkujuoksun merkeissä Mäkelänrinteen Lukion läheisyydessä. Järjestäjinä Haaga-Helian opiskelijat.
			10km	—	

Picture of the advertisement on Trailrunning.fi

Attachment 7. Poster of Viking Line



Attachment 8. Final poster of the Event



**TRAILRUN
MÄKELÄNRINNE
BY HAAGA-HELIA**

Join us 18.4.2018
and run without fear

For registration
and more information:

 TrailRun Mäkelänrinne
by Haaga-Helia.

TIME: 11.00 - 16.00
PLACE: Mäkelänrinteen lukio

 **VIKING LINE**



SAFETY PLAN

TrailRun Mäkelänrinne 18.04.2018

Mäkelänrinteen lukio

Mäkelänkatu 47

00550 Helsinki

CONTENT

1. PURPOSE OF THE SAFETY PLAN

2. GENERAL INFORMATION

3. EVENT'S PERSONNEL CONTACT INFORMATION DURING THE EVENT

4. EVALUATION OF POSSIBLE RISKS, CONSEQUENCES AND MEANS OF PREVENTION

5. SAFETY ARRANGEMENTS

1. PURPOSE OF THE SAFETY PLAN

The purpose of this safety plan is to guarantee safety of participants, visitors and organizers of TrailRun Mäkelänrinne at Mäkelänrinteen Lukio. Therefore, security at the place of the event is designed considering both possible risks and their adverse consequences, as well as means of preventing or minimalizing them.

The safety plan describes the distribution of the tasks among the members of organizers team. Each of them are responsible for informing, guiding and educating the participants within their fields of responsibility.

The person in charge of tasks distribution and implementation is Sirja Pasanen.

Safety plan is written by Sirja Pasanen and it will be available at the Registration desk of Mäkelänrinne during the event. The safety issues will be introduced to the staff on the 11th of April.

2. GENERAL INFORMATION

2.1 Name of the event	TrailRun Mäkelänrinne
2.2 Organizer	Haaga-Helia students
2.3 Event's place	Mäkelänkatu 47 00550 Helsinki
2.4 Dates and schedules	18.04.2018 from 11 to 15. Preparations start at 8.00 and will finish around 17.
2.6 Number of personnel and other additional information	Overall number is approx. 80 persons Average age of the guests is 16+ years.

3. EVENT'S PERSONNEL CONTACT INFORMATION DURING THE EVENT

Position	Name and (or) number of personnel	Tel.
3.1 Project Manager	Teemu Mattila	xxx-xx-xxxxxxx
3.2 Organizers team	Sirja Pasanen	xxx-xx-xxxxxxx
3.3 Contact person in case of emergency	Jasmin Rajava, Teemu Mattila	

4. EVALUATION OF POSSIBLE RISKS, CONSEQUENCES AND MEANS OF PREVENTION

	Risk factors	Consequences	Evaluation of risk likelihood (1-5)	Evaluation of the impact (1-5)	Avoidance measures/precautions
4.1 Pre-event	Participants are not well aware of the safety instructions	Some devices might be wrongly installed or the participants might get lost	2	3	All the participants are expected to have knowledge of the area they are dealing with and not given any tasks they might misunderstand or do wrong.
4.2 Event	Accidents (e.g. slipping)	Person's injuries	3	1	Efficient marking of the routes and maintenance on the venue, also toilets. There is a person in charge of maintenance during the event. In case if somebody is hurt, there is a possibility to contact a nurse or to use a first-aid kit at the Registration Desk.
	Accidents caused by crowd	Injuries, frustration, aggressive behaviour	2	3	Staff members are directing the crowd and there is clear signs showing the central locations.

	Disturbing, aggressive customers	Feeling of insecurity, panic	1	3	Security is monitoring the crowd and observing. Suspicious guests are confronted and removed if needed.
--	----------------------------------	------------------------------	---	---	---

5. SAFETY ARRANGEMENTS

Case	Means of liquidation
5.1 First- aid Kit and skills	At the Registration desk. In case of Emergency contact Teemu Mattila xxx-xx-xxxxxxx or Jasmin Rajava xxx-xx-xxxxxxx
5.2 Evac- uation place	Mäkelänkatu 47 Parking Lot
5.3 Es- cape	The event is organized outside and the area is not de- limited. In case escaping is needed any ways are open. If possible, all the participators are
5.4 Alert- ing in	Possible alerting is done through loudspeakers.
5.5 Secu- rity	The following persons have security licence:

Date __11__._04__.2018

Event's Supervisor:

Tuula Saario

Attachment 10. Schedule of the Event (sent via e-mail)

Hei,

Pari päivää tapahtumaan!

TAPAHTUMAN AIKATAULU:

11.45 Rekisteröinti Mäkelänrinteellä alkaa

12.15 Rekisteröinti päättyy

12.30 Tapahtuman aloitus ja alkuverkka

12.45 Ready, set, GO!

~14.00 Palkintojenjako ja WEEKEND-LIPPUJEN AR-
VONTA!!!

Molempien matkojen parhaat palkitaan

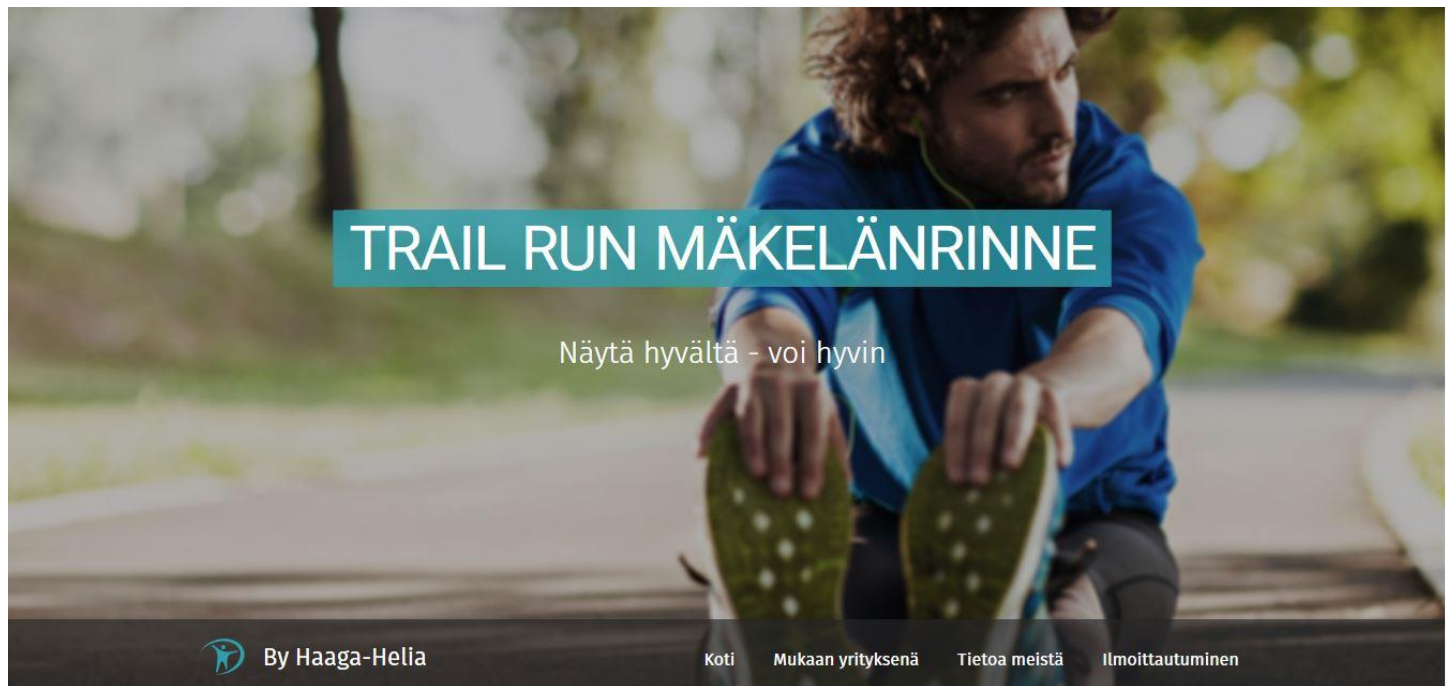


Tapahtumapaikalla viihdykkeenä mm. säbäkisa, josta mahdollisuus voittaa mahtipalkinto!

Nähdään keskiviikkona!



Attachment 11. The Event's official Webpage (Frontpage)



TrailRun Mäkelänrinne Evaluation Form

Please evaluate the success for following topics of the Event Planning (1 = Needs to be improved – 5 = Excellent)

1. Teamwork *

1 2 3 4 5

A ○ ○ ○ ○ ○

2. Meetings *

1 2 3 4 5

B ○ ○ ○ ○ ○

3. Budgeting *

1 2 3 4 5

C ○ ○ ○ ○ ○

4. Marketing *

1 2 3 4 5

D ○ ○ ○ ○ ○

5. Tasks/ Responsibilities Division *

1 2 3 4 5

E ○ ○ ○ ○ ○

6. Leading of the Project *

1 2 3 4 5

F ○ ○ ○ ○ ○

7. Risk Management *

1 2 3 4 5

G ○ ○ ○ ○ ○

8. Promoting the Event *

1 2 3 4 5

H ○ ○ ○ ○ ○

9. Decor *

1 2 3 4 5

I ○ ○ ○ ○ ○

10. Event Day *

1 2 3 4 5

J ○ ○ ○ ○ ○

11. What are your feelings about the event?

12. What areas worked well in the planning?

13. What kind of improvements would you suggest?

14. Do you feel like the event goals were met? Why/ Why not?

15. What could you personally have done differently in the planning?

16. Additional Comments: